Strategic Media Services - DC
3299 K Street NW
Suite 200
Washington DC 20007

American Petroleum Institute/ Issue

Submission Number 285 Issue 1

WNCN-TV
1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client:	American Petroleum Institute/ Issue	**Submission Cost:**	3950	**Campaign Ref:**	E:064100820
Buyer:	., .	**Client/Product/Estimate:**		**Sales Rep:**	HRP Washington, DC
Schedule Dates:	11/26/12 to 12/02/12	**Weeks:**	1	**Order Ref:**	06410082
Est./PO Number:	06410082	**Contract type:**	Political	**Business Type:**	POLITICAL
Associated Copies:	No			**Business Category:**	Transactional

Product:	Api Target 2012	**Booking Group:**	WNCN		
Demographic:	(L) Household	**Order:**		**Key Market:**	Raleigh-Durham, NC

Ref	Sales Product Details	Rev Type			Rate	Spot Type		11/26	Total	Cost
1	M-F 6a News .T.T...	04			225	30 Comme	Nbr of Spots	2	2	450
2	M-F 7a Today Show M.W....	04			400	30 Comme	Nbr of Spots	2	2	800
3	M-F 6p News .T.TF..	04			275	30 Comme	Nbr of Spots	3	3	825
4	M-F 7p News M.W....	04			275	30 Comme	Nbr of Spots	2	2	550
5	Sun 6p News ......S	03			200	30 Comme	Nbr of Spots	1	1	200
6	M-Su 11p News .TW.F..	05			375	30 Comme	Nbr of Spots	3	3	1125
					Weekly Totals:	Total Spots(Ord Spots)		13	13	

Grand Totals

	Totals	Month 12 Weeks: 5 11/26
Spots	13	13
Cost	3950	3950

Local

Grand Totals:

Spots:	13
Gross Total:	3,950.00
Commission:	592.50
Net Total:	3,357.50

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION NOV12/12 13.44
*** WNCN-TV ***

REP HEADLINE# 6410082
$$$ APPROVED ORIGINAL REV#0 $$$

ADV # ______ ADV. NAME ISS/AMER. PETROLEUM INST. REP.# ______ OFF.# ______ SALESMAN # ______

AGY # ______ AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME STEPHEN SZOSTAK

3299 K. STREET NW, SUITE 200 SALES PRSN WA- MICK NESCI (H)

WASHINGTON, DC 20007

ORDER # ______ CONTRACT # 6410082 CLASS: NATL. LOCAL REGIONAL

PRDCT API TARGET 2012 EST#3299 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES NOV26/12 DEC2/12 WK-1

CITY TAX ______ STATE TAX ______ CO-OP BILLING NEEDED ______ DATE NOV12/12 13.44

REP: NEW ORDER
TTL $3,950 @13X
PLEASE CONFIRM
THANKS! KIM FOR MICK

CON CM AMERICAN PETROLEUM INSTITUTE — TARGET 2012

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL $3,950.00
TOTAL SPOTS 13

REP HEADLINE# 6410082
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

NOV12/12 11.22
*** WNCN-TV ***

ADV # ADV. NAME ISS/AMER. PETROLEUM INST. REP.# OFF.# SALESMAN #

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:LINE#:REP :LINE#:	:CD:	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE =					AGENCY EST# = 3299						
1		600A-700A	30		$225.00	11/27	11/29	2		TU,TH	2
PROGRAM : 6AM NEWS CON COM1: 6AM NEWS											
2		700A-900A	30		$400.00	11/26	11/28	2		M,W	2
PROGRAM : TODAY SHOW CON COM1: TODAY SHOW											
3		600P-630P	30		$275.00	11/27	11/30	3		TU,TH-F	3
PROGRAM : 6PM NEWS CON COM1: 6PM NEWS											

MW
11/12

REP HEADLINE# 6410082
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
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NOV12/12 11.22
*** WNCN-TV ***

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
	4		700P-730P	30		$275.00	11/26	11/28	2		M,W	2
	PROGRAM :		NEWS									
	CON COM1:		NEWS									
	5		1100P-1130P	30		$375.00	11/27	11/30	3		TU-W,F	3
	PROGRAM :		11PM NEWS									
	CON COM1:		11PM NEWS									
	6		600P-630P	30		$200.00	12/2	12/2	1		SUN	1
	PROGRAM :		SUN NEWS									
	CON COM1:		SUN NEWS									

DEC/12 $3,950.00

CONTRACT TOTAL $3,950.00
TOTAL SPOTS 13

MARKET TOTALS $49,375 WNCN 8% WRAL 45% WTVD 39% WRAZ 8% WRDC 0% WLFL 0% CABL 0%

SHARES ARE ESTIMATED

SVC- NSI BOOKS- NOV/11
DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	**Date:**

I, Neil Williams

do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: American Petroleum Institute

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

American Petroleum Institute

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ **a corporation;** ☐ **a committee;** ☐ **an association;** ☒ ~~**or**~~ **other unincorporated group.**

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least __________ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ~~ISSUE~~ ADVERTISER

4/22/11	[signature]	202-337-5700
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

Signature	Printed Name	Title